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Peru

Exporter Guide

2010

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Report Highlights:

Peru continues to be the best performing economy in Latin America, achieving sustained high growth and low inflation. Peru's economy has been transformed by market-oriented reforms and privatizations and has met many of the conditions for long-term growth. In 2009, Peru's Economy continued to grow even during the two years period of global financial crisis. Private consumption, anti-cyclical policies, and export earnings on recovering metals prices drove Peru's GDP growth rate to 0.9 percent in 2009. This report summarizes key trade and market conditions to help U.S. importers make the most of the United States- Peru Trade Promotion Agreement opportunities.

Post:

Lima

Executive Summary:

Section I. Market Overview

Peru continues to be the best performing economy in Latin America, achieving sustained high growth and low inflation. Peru's economy has been transformed by market-oriented reforms and privatizations and has met many of the conditions for long-term growth. In 2009, Peru's Economy continued to grow even during the two years period of global financial crisis. Private consumption, anti-cyclical policies, and export earnings on recovering metals prices drove Peru's GDP growth rate to 0.9 percent in 2009. To support the economy, the government implemented a US\$12.3 billion stimulus program and pledged to spend US\$3.2 billion mainly on infrastructure. As the economy has gained momentum, officials have begun to scale back these programs quickly.

The global economic crisis of 2008-2009 significantly affected the two pillars that made the Peruvian economy one of the most dynamic in Latin America between 2004 and 2008: investment and exports. Gross fixed capital formation, which had been growing at an average annual rate of 20.2% in real terms during the period 2004-2008, dipped by 14.2 percent in 2009. Similarly, total exports dropped by 15.2 percent in 2009 after averaging an annual growth rate of 25.3 percent between 2004 and 2008.

However, adequate fiscal policy during the boom periods meant that the country had enough resources to afford a significant government stimulus package, avoiding economic contraction during the global economic crisis.

Domestic Economy	2007	2008	2009
Nominal GDP (U.S. \$ billions)	101.7	127.6	127.2
Real GDP Growth (%)	9.0	9.8	0.9
GDP per capita (nominal U.S. \$)	3,600	4,453	4,365
Ave. annual exchange rate (new soles/\$)	3.13	2.92	3.01
Inflation (Dec. to Dec. %)	3.9	5.8	2.9

Source: Central Reserve Bank of Peru, www.bcrp.gob.pe

National Institute of Statistics, www.inei.gob.pe

Country Commercial Guide: Peru, http://buyusainfo.net/docs/x_8403089.pdf

Peru ranks fifth in Latin America in terms of population, reaching 29.0 million persons in 2009. GDP per capita has increased more than 20 percent since 2007 and it is forecasted to grow 15 percent more in 2010.

Peru was one of the few countries in the region where per capita consumer expenditure did not contract during the global economic crisis of 2008-2009, largely due to significant government stimulus packages. Per capita consumer expenditure increased by 0.8 percent in real terms in 2009 after growing at an average annual rate of 5.4 percent between 2004 and 2008. Among the best performing categories have been communications, leisure and recreation and housing. The latter has taken a leading role in Peruvian economy after the global economic crisis of 2008-2009, as a result of important government expenditure on the sector and of the relatively unaffected availability of credit in the country. These

categories are expected to continue performing strongly in 2010, with overall per capita consumer expenditure expected to grow by 5.0 percent in real terms in that year.

Peru's per capita disposable income stood at \$3,200, below the regional average of \$4,291. Additionally, the country's savings ratio at 12.9% of disposable income in 2009 is among the highest in Latin America, which further limits spending potential.

According to Peru's customs data, total consumer-oriented food imports reached \$552 million in 2009, declining 10 percent respect 2008. The U.S. was the third largest supplier (\$62.5 million), with 11 percent of the market share, facing stiff competition from Chile and Colombia (28, and 12 percent, respectively).

The United States– Peru Trade Promotion Agreement (PTPA), entered into force on February 1, 2009. PTPA immediately provided duty free access for two-thirds of U.S. food and agricultural products, including high-quality beef, cotton, wheat, soybeans, soybean meal and crude soybean oil, key fruits and vegetables such as apples, pears, peaches, cherries and almonds, food ingredients, and many processed food products, including frozen French fries, cookies and snack foods. Tariffs on most remaining U.S. farm products will be phased out within 15 years, with all tariffs eliminated in 17 years.

Peru offers promising conditions for U.S. products due to the expansion of supermarket and fast food chains, a growing trend for processed food consumption, increasing investments in the hotel and restaurant industry (HRI) and economic stability. Opportunities also exist for commodities such as hard red wheat, cotton, yellow corn, pet food, soybean meal, dairy (whey and cheese), and beef and offals. However, major constraints include customer preferences for fresh food, limited purchasing power in the lower-middle class population, and tariff and non-tariff barriers.

Although Lima is still the major market for consumer-oriented foods, cities like Trujillo, Arequipa, Chiclayo, and Huancayo have become favorable alternatives for U.S. exporters.

Advantages and Challenges Facing U.S. Products in Peru

Advantages	Challenges
<ul style="list-style-type: none"> • PTPA grants duty free access to two-thirds of U.S. food and agricultural products. • Growing food processing and HRI sectors demand more food ingredients. • Open market for previously banned products (beef, offal, poultry and pork). • Proactive supermarket industry will result in increased demand for high-value products. 	<ol style="list-style-type: none"> 1. Peru is negotiating trade agreements with other countries, which could lessen U.S. competitive advantage. 1. Consumer habits: Peruvians prefer meals based on fresh products and spicy seasonings. 1. Lack of brand awareness among consumers. 1. New local food brands appearing in the market at very low prices.

<ul style="list-style-type: none"> 1. Supermarkets and fast food chains expanding in major cities. 1. Appreciation for U.S. food quality and culture. 1. Increased tourism creates new opportunities for food service development (especially consumer-oriented products). 	<ul style="list-style-type: none"> 1. Relatively small market due to limited purchasing power; 70 percent of the Peruvian population are low-income consumers. 1. Traditional markets dominate retail sales strongly in secondary cities 1. Smuggling.
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Section II. Exporter Business Tips

- Two-thirds of U.S. food and agricultural products are exported to Peru duty free. The complete list of products that benefit from PTPA can be found at:

http://www.ustr.gov/Trade_Agreements/Bilateral/Peru_TPA/Section_Index.html

- Imported food products have been benefit since Peru TPA entered into force on February 1, 2009.
- For further information on food standards and regulations, labeling and import procedures, please refer to our latest Food and Agricultural Import Regulation and Standards Report.

1. Food standards and regulations

Sanitary inspection, food registration, packaging and control regulations for food and beverages are included in Supreme Decree No. 007-98-SA of September 25, 1998. The General Environmental Health Bureau (DIGESA), within the Ministry of Health, is the Peruvian counterpart to the Food and Drug Administration (FDA) regarding sanitary supervision and registration of food and beverages. The National Agricultural Sanitary and Phytosanitary Service (SENASA), part of the Ministry of Agriculture, is the local counterpart to the U.S. Department of Agriculture (USDA) concerning the development of sanitary and phytosanitary regulations and the inspection of animal and plant origin products. The National Institute for the Defense of Competition and for the Protection of Intellectual Property (INDECOPI) is the agency in charge of labeling standards, labeling control, and trademarks.

1. General import and inspection procedures

In order to clear Customs (SUNAT), imports must have a Unique Customs Declaration (DUA), a commercial invoice, an airway bill or bill of lading, a packing list, an insurance letter, and a food sanitary registry from DIGESA for food processed products or a health certificate for animals, plants or their by-products that complies with SENASA's import requirements.

When the customs agent transmits the DUA electronically, SUNAT will determine the type of control for the merchandise within the following channels: green, orange and red. Channel green permits

delivery of the product once duties are paid; channel orange requires review of the documentation and channel red requires review of the documentation and physical inspection.

1. Food and beverage sanitary registration

Importers need to submit a sworn application to DIGESA (available at www.digesa.sld.pe) accompanied by a certificate of free trade and use, the future label and the registration receipt. If the certificate is not available, the importer should present a document issued by the Peruvian Consulate in the country of origin. The sworn application includes the contact information of the importer's company and the manufacturer, his taxpayer identification (R.U.C.), the list of products requested and the content, results of physical-chemical and microbiological analysis, lot code system, expiration date, packing material, and storage conditions for each product.

This procedure will take no more than seven working days. The Sanitary Registration will be valid for five years from the date of issue and may be renewed between seven and 60 working days before the expiration date.

1. Certificates for animals, plants, and their by-products

Before the product is shipped, the importer must request an import permit from SENASA. The exporter must provide to the importer the corresponding official country of origin health certificate, including the specific certification requirements of SENASA.

USDA agencies that issue health certificates for Peru are the Animal and Plant Health Inspection Service (APHIS) for animals and plants and their derived products, the Food Safety and Inspection Service (FSIS) for meats and their by-products, and the Agricultural Marketing Service (AMS) for U.S. dairy products.

1. Labeling requirements

Imported packaged foods must carry a separate adhesive label before reaching the point of sale. A Spanish translation of the label must include the importer/distributor's contact information. R.U.C. Law 28405, November 30, 2004, requires labeling for value-added products other than foods (which could be included in the future). Imported value-added products that do not comply with the provisions of this law must be properly labeled in private storage for customs clearance.

Section III. Market Sector Structure and Trends

- In order to enter the Peruvian food market, U.S. exporters should contact local food processing companies and importers/wholesalers/distributors directly or indirectly through brokers, agents or representatives.
- Regardless of which strategy is chosen, personal visits are highly recommended. The local partner should be well known by the U.S. company before any permanent contractual arrangement is made.

- The local partner should be able to provide updated information on market consumer trends, current market development (merchandising, point of sales, and promotion activities) and trade business practices.

1. Food Service Sector

The impact of the global downturn has so far been fairly modest in terms of consumer power, and the economy is likely to post a significantly higher growth rate in 2010. Overall, apart from 2009, gross domestic product (GDP) per capita and average disposable incomes have tended to increase, although the benefits of growth have tended to be concentrated geographically in the coastal area where GDP per capita is already significantly higher than elsewhere. The increase in disposable incomes has led to increased consumption, but reduced domestic savings, which are likely to have long-term implications for growth and consumption in the country.

In 2009, food service sales accounted for \$4.9 billion approximately, considering the formal sector that is measurable. Full service restaurants represent almost 65 percent of the sector's sales. Almost 40 percent of this amount corresponds to high-end food service. Growth increased by 5 percent in respect to last year. Total food service imports were estimated at \$1 billion, 20 percent of total food service sales.

Estimated Consumer Food Service by Type (Current Value): 2005-2009

Sub Sector	Food Service (US Million \$)					
	2005	2006	2007	2008	2009	Growth (percent) 08/09
Full-service restaurants	1,906	2,112	2,409	2,983	3,126	5
Cafes/Bars	565	571	690	840	918	9
Fast Food	169	177	226	234	266	14
Home Delivery	58	62	75	94	98	4
Street stalls/kiosks	279	291	339	467	449	-4
TOTAL	2,977	3,213	3,737	4,619	4,857	5

Source: INEI (Peruvian National Statistical Institute)
Euromonitor International

Growth in the tourism sector, according to the National Institute of Statistics (INEI) was 2.3 percent in 2009. Hotels expanded 2.5 percent, due to increased local tourism (6%), which offset the drop in hotel overnight stays by foreign tourists. The tourism boom, however, is reflected not only in the increase in number of foreign visitors, but mainly in new investments in hotels and restaurants. Peru's progress as a tourist destinations is important; the country appears often in specialized documents and is awarded prizes of different kinds. This awakening of tourism is accompanied by the rapid dissemination of Peruvian cuisine.

1. Food Processing Sector

The food industry contracted by 0.7 percent in 2009, but private consumption rose 2.4 percent. As a

result, there were two distinct trends defined by the direction taken by the market for goods, which affected the export-oriented production branches. In the case of prepared and preserved meat, production climbed 4.6 percent, a rate that has held steady for eleven straight years. The leading companies in the domestic market have been able to further diversify their offering of foodstuffs. The sausage industry, with a wider variety of products, continued to enter households advantageously.

The production of vegetable and animal oils and fat was slightly higher (1.6%) than the year ago levels. The industry showed heavy plant capacity use (83%) and was able to cope successfully with strong competition from Bolivian and Argentinean imports. Margarine output, because of its replacement of imports, rose 8.3%.

Growth in the milling industry was moderate (1.7%). Although the drop in international wheat prices kept the demand steady, wheat flour smuggling continued to plague southern Peru. The baked goods and noodles branches evolved favorably, rising 4.1% and 4.6%, respectively. Fruit and vegetable processing and preserving, on the other hand, were down 9.5% because shipments abroad of these food products were reduced. Frozen and canned asparagus manufacturing dropped heavily 27%.

The economic crisis affected other food product demands (gelatins, snacks and aromatic drinks, etc) by 2.7 percent. This was reflected in the decline in diverse snacks (-3.2 percent), although growth was positive in the case of teas (8.0 percent), instant desserts (7.5 percent), and instant beverages (0.9 percent).

The performance of the beverage industry has been positive over the past eleven years, boosted by the domestic - market and particularly by the development of soft drinks and mineral waters. In 2009, however, sector growth slowed from 15 percent to 2.1 percent. The decline in production of distilled alcohol and spirits (-11.4%) for the second straight year can be attributed to the reduce consumption of luxury products brought on by the crisis. The main spirit lines were hardest hit, rectified ethyl alcohol and pisco showing the sharpest drops (9.4% and 7.5%, respectively).

1. Food Retail Sector

According to Peru's customs data, total consumer-oriented food imports reached \$552 million in 2009, declining 10 percent respect 2008. The U.S. was the third largest supplier (\$62.5 million), with 11 percent of the market share, facing stiff competition from Chile and Colombia (28, and 12 percent, respectively).

In 2009, Peru's total food retail market reached almost \$16.6 billion, 80 percent of which is concentrated in Lima. Supermarket chains reached \$2.0 billion in food sales, growing 13.5 percent with respect to 2008. These chains accounted for 30 percent of the retail market share in Lima for 2009 which is consider a low penetration in comparison with other markets in the region. The retail market share in the country is 14 percent, the rest is cover by traditional distribution channels as: corner stores (49%), open markets (22%) and others (15%).

Peruvian retail food sector has become attractive to both local and foreign investors. In 2009 the store area of modern retail outlets such as supermarkets and hypermarkets has reached more than 400 thousand square meters. One of the prospective investors, Wal-Mart, acquired D&S, Chile's largest retailer (D&S has more than 180 stores, 10 shopping centers and 85 PRESTO financial services

branches). At the beginning and after D&S acquisition, Wal-Mart confirmed its incursion into Peru's retail sector using D&S's format A Cuenta. However it is highly probable that Wal-Mart Mexico be the one who finally lands into Peruvian market. Other players that have demonstrated their interest in local market are Almacenes Exito S.A. from Colombia, Corporacion Favorita and Importadora el Rosado, both from Ecuador and Supermarket chain Ketal from Bolivia.

Retail Food Sales by Sub-Sector (million dollars)

Sub-Sector	2007¹	2008²	2009²
Supermarkets and hypermarkets	1,460	1,800	2,044
Traditional Markets (grocery stores, open markets and gas marts)	4,390	8,720	14,600
Total	5850	10,520	16,644

¹ Retail channel sales in Lima

² Retail Channel sales for Country

Source: Estimated values based on local Newspapers, Mercared.

Profiles of Major Supermarkets Chains in 2009

Retailer Name	Ownership	Sales (\$million)	Market Share (%)	No. of Outlets	Location	Purchasing Agent Type
CENCOSUD	Chile	1,020	48%	56	Lima, Trujillo, Chiclayo Cajamarca	Direct Importers, Local Food Processors and Producers
Supermercados Peruanos	Peru	711	33%	58	Lima, Trujillo, Chicalyo, Arequipa, Huancayo	
Tottus	Chile	306	17%	17	Lima, Trujillo, Chiclayo, Ica	

Source: El Comercio y Gestion newspaper

Section IV. Best High-Value Product Prospects

- Peru grants tariff preferences to the Andean Community of Nations (CAN - Bolivia, Colombia and Ecuador), and to Mexico, Paraguay, Argentina, Brazil, Uruguay and Cuba.
- Peru's trade policy is oriented towards open markets. Peru has signed an Economic Complementation Agreement (ECA) with MERCOSUR, a major U.S. competitor in bulk commodities and meats, (dairy products were exempt from the negotiations). Peru has signed a Commercial Agreement with Chile, Peru's primary supplier of food and agricultural goods and

is negotiating the extension of its ECA with Mexico. Peru's free trade agreement with Canada entered into force July 31, 2009. Peru is currently negotiating a free trade agreement with European Union, China, Singapore, Thailand, EFTA (Switzerland, Iceland, Norway and Liechtenstein) and Korea. Peru is also seeking a free trade agreement with Japan.

- The PTPA will reinforce U.S. competitiveness within the Peruvian market. The quality of U.S. products is already appreciated among the high-end consumers.
- For a complete list of products that have benefited from PTPA, please check http://www.ustr.gov/Trade_Agreements/Bilateral/Peru_TPA/Section_Index.html.

Product Category	Market Size 2009 est.	Imports 2009 est.	2005-2009 Avg. Annual Import Growth	Import Tariff Rate	Key Constraints over Market Development	Market Attractiveness for the U.S.
Snack foods	N/A	16,845 MT	12.0% (growing)	0%	- Major suppliers are Colombia (54%), Ecuador (15%) and Argentina (8%)	- Access under TPA: duty free for major U.S. exports (confectionary, cookies, prepared potatoes); HS Code 10059020 (other products than popcorn) will enter 5 years linear. - Market with potential growth in HRI and Retail. - U.S. quality is appreciated.
Processed Fruits and vegetables	N/A	34,495 TM	12.0% (growing)	0% 9% and 17%	- Chile is the major competitor (58%) due to low prices. - U.S. account for 7%	- Access under TPA: duty free for major U.S. exports (French frozen fries, soups and their preparations, mayonnaise); other products will enter 3 to 5 years linear. - Consumer preferences especially for U.S. soups and sauces.
Red Meats fresh, chilled, frozen	176,000 MT	19,105 TM	10% (growing)	17% (HS 201, 202) 9% (HS 203, 204) 0% (HS 205, 206) 0% (HS 5040010)	- Major suppliers are big beef producers for the region: Brazil (30%) U.S. account for 23%	- Access under TPA: duty free for prime beef, duty free for a quota of 800 TM for standard quality beef and 10,000 TM for beef offals. Argentina is facing internal problems and future meat supply will be affected among other

						products. Local buyers are looking for alternative to cover part of marketshare left by Argentina.
Fresh fruits	5,800 MT	58,050 MT	13% (rising)	0%	<ul style="list-style-type: none"> - Chilean imports come duty free. - Chile keeps 96% of imports and the U.S. 1.5%. 	<ul style="list-style-type: none"> - U.S. exports in a window different from Chile. - U.S. pears and recently grapes are imported for the high-end market.
Other Food Preparations (2106)	N/A	13,980 MT \$110 Millions	14%	9% (HS 210610) 0% (HS 210690)	Colombia is the second largest supplier (18%)	U.S. is the first supplier (24% of the market share).
Wine and Beer	18 million liters (wine) 11.4 million HLiters (beer)	12 million liters	17% (growing)	9%	<ul style="list-style-type: none"> - Major exporters of wine are Argentina (33%) and Chile (23%) and of beer is Brazil (48%). - Strong promotions from competitors. - Only regular wine consumers recognize U.S. wine quality. 	<ul style="list-style-type: none"> - Access under TPA: duty free for beer and five years linear for wine. - There is a niche market for quality wines on which the U.S. can be appreciated and price competitive according to future benefits from the TPA. - Post promotes U.S. wines taking advantage of the growing market for cheeses targeting the high-end sector. - Per capita annual wine consumption is growing, 1 liter for wine and 37 liters for beer.
Pet foods	44,000 MT	10,000 MT	20%	0%	<ul style="list-style-type: none"> - Colombia and Argentina are the major suppliers with 47% and 30% respectively. - Growing local pet industry. - There is an informal industry arising. 	- U.S. is the third major supplier (19% of the market share)
Poultry meat	70,000 MT	17,000 MT	28%	9%	<ul style="list-style-type: none"> - Strong local poultry industry, imports are mainly poultry offals. 	<ul style="list-style-type: none"> - Access under TPA: quota of 12,000 MT for chicken leg quarters, two years linear for mechanically de-boned chicken meat and five years linear for poultry offals.

						- Peruvians are major consumers of poultry.
Whey (HS 0404)	8,000 MT	6,558 MT	12%	9%, 0% (HS 04041090)	- Major competitors are Chile (52%) and France (17%), which is growing market share. - Included in price band.	- U.S. is the third supplier with 14% of market share. - Growing market: multiple uses in the food industry.
Food Preparation (HS 1904)	N/A	22,781 MT	15% (growing)	0%	- Major competitors are Chile (96%) and Colombia (2%). - The U.S. account for 1% of the market share	- Access under TPA: duty free (HS190410) - 5 years liner HS 190490.

Section V. Key Contacts and Further Information

If you have any questions or comments regarding this report or need assistance exporting to Peru, please contact the Foreign Agricultural Service in Lima at the following address:

U.S. Embassy Lima, Foreign Agricultural Service (FAS)

Mailing Address: Office of Agricultural Affairs, Unit 3785, APO AA 34031

Address: Av. La Encalada cdra. 17, Monterrico, Lima 33

Phone: (511) 434-3042

Fax: (511) 434-3043

E-mail: Aglima@usda.gov

For further information, check the FAS web site www.fas.usda.gov or our web site

www.usdaperu.org.pe. Please, also refer to our other current food market related reports: Food Processing Ingredients Sector, Retail Food Sector and HRI Food Service Sector and Food and Agricultural Import Regulations and Standards (FAIRS) and FAIRS Export Certificate reports.

Trade Associations

American Chamber of Commerce of Peru (AMCHAM)

Executive Director: Aldo Defilippi

Address: Av. Ricardo Palma 836, Miraflores - Lima 18

Phone: (511) 705-8000

(511) 241-0709

www.amcham.org.pe

amcham@amcham.org.pe

National Society of Industries (SNI)

President: Pedro Olaechea
Address: Los Laureles 365, San Isidro - Lima 27
Phone: (511) 616-4444
Fax: (511) 616-4433
Web site: www.sni.org.pe

Hotel and Restaurant Association (AHORA)

President: Margot Moscoso de Pinasco
Address: Av. Benavides 881, Lima 18
Phone: (511) 444-7825
Fax: (511) 444-4303
E-mail: ahora@infonegocio.net.pe

Ministries and Government Agencies

Ministry of Agriculture (MINAG)

Minister: Rafael Quevedo
Address: Av. La Universidad N° 200 – La Molina
Phone: (511) 613-5800
Fax: (511) 711-3700
Web site: www.minag.gob.pe

The National Agricultural Sanitary and Phytosanitary Service (SENASA)

Director: Dr. Oscar Dominguez
Address: Av. La Molina 1915 – Lima 12
Phone: (511) 313-3300
Fax: (511) 340-1486
Web site: www.senasa.gob.pe

General Environmental Health Bureau (DIGESA)

General Director: M.D. Edward Cruz
Address: Las Amapolas 350, Urbanizacion San Eugenio - Lima 14
Phone: (511) 442-8353 /421-0146
Fax: (511) 422-6404
Web site: www.digesa.minsa.gob.pe

Customs (SUNAT)

Superintendent: Nahil Hirsh
Address: Av. Garcilazo de la Vega 1472 – Lima 1
Phone: (511) 315-3300
Fax: (511)315-3318
Web site: www.aduanet.gob.pe

National Institute for the Defense of Competition and for the Protection of the Intellectual Property (INDECOPI)

President: Mr. Eduardo de la Piedra
Address: Calle de la Prosa 138 - San Borja

Phone: (511) 224-7800
 Fax: (511) 224-0348
 Web site: www.indecopi.gob.pe

APPENDIX 1. STATISTICS

TABLE A. Key Trade & Demographic Information (2009)

Agricultural Imports From All Countries (\$million)/ U.S. Market Share (%) ^{1/}	2,508 / 22
Consumer Food Imports From All Countries (\$ million)/ U.S. Market Share (%) ^{1/}	546 / 11
Edible Fishery Imports From All Countries (\$ million)/ U.S. Market Share (%) ^{1/}	76 / 0
Total Population (Millions) / Annual Growth Rate (%) ^{2/}	29.2 / 1.7
Urban Population (Millions) / Annual Growth Rate (%) ^{2/}	22.2 / 2.1
Number of Major Metropolitan Areas ^{2/ 3/}	10
Size of the High-Middle Class (Millions) / Growth Rate (%) ^{4/}	2 / 3%
Per Capita Gross Domestic Product (U.S. Dollars) –2009 ^{2/ 5/}	4,365
Unemployment Rate – 2009 (%) ^{2/ 5/}	6.8
Per Capita Food Expenditures (U.S. Dollars) ^{2/}	816
Percent of Females of Working Age ^{2/}	71.8
Exchange Rate (US\$1 = X.X local currency) ^{2/}	\$1 = S/. 3.01

^{1/} Source: Peru's Customs 2008.

^{2/} Source: INEI

^{3/} Lima is the main city with 8.4 million inhabitants and 2.0% of annual growth. The other cities are: Piura, La Libertad, Cajamarca, Puno, Junin, Cuzco, Arequipa, Lambayeque y Ancash.

^{4/} Source: "Peruvian Association of Market Research Companies" Socioeconomic Levels 2010.


^{5/} Economic and Finance Ministry (EFM)

TABLE B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORTS

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Source: World Trade Atlas (2010)

TABLE C. TOP 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODUCTS

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Source: World Trade Atlas (2010)